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PD-990193**RECEIVED**
CENTRAL FAX CENTER**DEC 17 2007****REMARKS**

The applicants have reviewed the official action dated September 17, 2007, and the references cited therein. By way of this response, claim 14 has been amended. Accordingly, claims 11-14, 16-19, 26-43, 45, 46, 49-52 and 59-64 remain pending in this application. In view of the foregoing amendments and the following remarks, the applicants respectfully submit that the pending claims are in condition for allowance.

As an initial matter, for at least the reasons set forth in a previous response filed on January 24, 2007, the applicants maintain their traversal of the restriction requirement set forth in the official action of December 26, 2006. Accordingly, the applicants reserve their rights to petition the restriction requirement in this application.

Claims 11-14 and 16-19 were rejected as unpatentable over Zigmond et al. (US 6,698,020) in view of Knee et al. (US 2002/0095676). Claim 14 recites, *inter alia*, maintaining a selection history comprising a user viewing profile that includes program attribute information identifying content of television programs selected by a user. Claim 14 also recites filtering the selection history to exclude program attribute information associated with television programs viewed by the user for a predetermined time period.

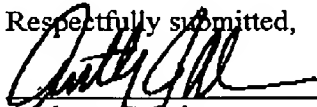
In contrast, Knee et al. describe collecting and storing unfiltered demographic information (e.g., age, sex, income, geographic location, etc.) associated with a user. Further, while Zigmond et al. describe filtering advertisements where the system has limited storage capacity, Zigmond et al. do not describe or suggest any filtration of program attribute information. Because neither Knee et al. nor Zigmond et al. describe or suggest filtering a selection history as recited in claim 14 of the present application, no combination of the cited art

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can support an obviousness rejection under §103(a). Accordingly, the obviousness rejections of claims 14 and all claims dependent thereon must be withdrawn and these claims are in condition for allowance.

Additionally, the cited art fails to describe or suggest repeating the display of an advertisement at a frequency based on the similarity score of the advertisement, as recited in claim 11 of the present application. In rejecting claim 11, the examiner asserts that a combination of Zigmond et al. and Knee et al. describes such a method. However, the cited portion of Zigmond et al. states that the display of certain advertisements may be blocked to avoid viewer frustration due to overexposure. In other words, in contrast to claim 11 of the present application, the display of advertisements described by Zigmond et al. is not based on a similarity score as recited in claim 11 as previously filed. Knee et al. does not remedy this deficiency in Zigmond. Because each limitation must be taught by the prior art, no combination of the cited art can support an obviousness rejection under §103(a).

The Commissioner is hereby authorized to refund any overpayment and charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 1.17 to Deposit Account No. 50-0383.

Respectfully submitted,
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